

POST OFFER ADVERTISEMENT TO THE EQUITY SHAREHOLDERS OF  
**MATRU-SMRITI TRADERS LIMITED**

Marshall Building, 2<sup>nd</sup> Floor, Shoorji Vallabhdas Marg, Ballard Estate, Mumbai - 400038

Open Offer ("Offer") for acquisition of up to 1,41,368 equity shares of Matru-Smriti Traders Limited ("Target Company" or "MSTL") from the shareholders of the Target Company by **Shreeji Corporate Solutions & Trade Private Limited** (hereinafter referred to as "Acquirer"). This Post Offer Advertisement is being issued by Ladderup Corporate Advisory Private Limited ("Manager to the Offer"), on behalf of the Acquirer, in connection with the Offer made by the Acquirer, in compliance with Regulation 18(12) of the Securities and Exchange Board of India (Substantial Acquisition of Shares and Takeovers) Regulations, 2011 ("SEBI (SAST) Regulations"). The detailed public statement (the "DPS") with respect to the Offer was made on August 28, 2014 (Thursday) in Business Standard (English and Hindi - All Editions) and Navshakti (Marathi - Mumbai Edition).

1. Name of the Target Company : Matru-Smriti Traders Limited
2. Name of the Acquirer : Shreeji Corporate Solutions & Trade Private Limited
3. Name of Manager to the Offer : Ladderup Corporate Advisory Private Limited
4. Name of Registrar to the Offer : Purva Share Registry (India) Private Limited
5. Offer details
  - a) Date of Opening of the Offer : February 25, 2015 (Wednesday)
  - b) Date of Closure of the Offer : March 11, 2015 (Wednesday)
6. Last Date of Payment of Consideration : March 25, 2015
7. Details of the acquisition:

Sr. No.	Particulars	Proposed in the Offer Document (Assuming Full Acceptance in Offer)		Actuals													
7.1	Offer Price	₹ 15/-		₹ 15/-													
7.2	Aggregate number of shares tendered	1,41,368		Nil													
7.3	Aggregate number of shares accepted	1,41,368		Nil													
7.4	Size of the Offer (Number of shares multiplied by Offer Price per share)	₹ 21,20,520/-		Nil													
7.5	Shareholding of Acquirers before Agreement/ Public Announcement (No. & %)	Nil		Nil													
7.6	Shares Acquired by way of Agreement <ul style="list-style-type: none"> <li>• Number</li> <li>• % of Fully Diluted Equity Share Capital</li> </ul>	3,56,278 65.53%		3,56,278 65.53%													
7.7	Shares Acquired by way of Open Offer <ul style="list-style-type: none"> <li>• Number</li> <li>• % of Fully Diluted Equity Share Capital</li> </ul>	1,41,368 26.00%		Nil Nil													
7.8	Shares Acquired after Detailed Public Statement <ul style="list-style-type: none"> <li>• Number of Shares Acquired</li> <li>• Price of the Shares Acquired</li> <li>• % of Shares Acquired</li> </ul>	Nil Not Applicable Nil		Nil Not Applicable Nil													
7.9	Post Offer Shareholding of Acquirers <ul style="list-style-type: none"> <li>• Number</li> <li>• % of Fully Diluted Equity Share Capital</li> </ul>	4,97,646 91.53%		3,56,278 65.53%													
7.10	Pre & Post Offer Shareholding of Public <ul style="list-style-type: none"> <li>• Number</li> <li>• % of Fully Diluted Equity Share Capital</li> </ul>		<table border="1"> <thead> <tr> <th>Pre Offer</th> <th>Post Offer</th> <th>Pre Offer</th> <th>Post Offer</th> </tr> </thead> <tbody> <tr> <td>1,87,444</td> <td>46,076</td> <td>1,87,444</td> <td>1,87,444</td> </tr> <tr> <td>34.47%</td> <td>8.47%</td> <td>34.47%</td> <td>34.47%</td> </tr> </tbody> </table>	Pre Offer	Post Offer	Pre Offer	Post Offer	1,87,444	46,076	1,87,444	1,87,444	34.47%	8.47%	34.47%	34.47%		
Pre Offer	Post Offer	Pre Offer	Post Offer														
1,87,444	46,076	1,87,444	1,87,444														
34.47%	8.47%	34.47%	34.47%														

8. The Acquirer and all its directors accept full responsibility for the information contained in this Post Offer Public Advertisement and also for the obligations of the Acquirer as laid down in the SEBI (SAST) Regulations, 2011.
9. A copy of this Post Offer Advertisement will be available on the websites of SEBI at [www.sebi.gov.in](http://www.sebi.gov.in), BSE Limited and the registered office of the Target Company.

Capitalized terms used but not defined in this Advertisement shall have the meanings assigned to such terms in the Public Announcement and/or DPS and/or Letter of Offer and/or Corrigendum and/or Pre-Issue Public Announcement.

**ISSUED BY MANAGER TO THE OFFER ON BEHALF OF THE ACQUIRER:**



**Ladderup**  
Engineering Growth

**LADDERUP CORPORATE ADVISORY PRIVATE LIMITED**

102-A, 1<sup>st</sup> Floor, Hallmark Business Plaza, Gurnanak Hospital Road, Bandra (E), Mumbai - 400051. Tel. No.: 022 4033 6363, Fax No.: 022 4033 6364

Email: [matrusmriti@ladderup.com](mailto:matrusmriti@ladderup.com), Contact Person: Ms. Prachi Maheshwari

SEBI Registration No.: INM000011765, CIN: U67190MH2007PTC166958

Date: March 31, 2015

Place: Mumbai

Ad size: 12(w) x 23(h)

*Approved  
Prachi  
31/3/2015*

PRESSMAN